ABSTRACT OF THE DISCLOSURE

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The presence in a user's current environment of a real or virtual entity, or a representation of it, is announced to the user by an audio announcement. The audio announcement has a presentation character at least one aspect of which, other than or additional to its loudness, that is set in dependence on the range distance between the user and the entity, or its representation, in the current environment. In one embodiment, the environment is an audio field in which the entity is represented by a synthesised sound source; in this case, the range distance is that between the user and the sound source. In another embodiment, the environment is the real world with the entity being a real-world entity; in this case, the range distance is that between the user and the entity. The announcement presentation-character aspect that is range dependent is, for example, speaking style, speaking voice, vocabulary, etc.

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